

# Holding of Specified Securities

## Annexure - I

1. Name of Listed Entity:	BRAND CONCEPTS LIMITED	
2. Scrip Code/Name of Scrip/Class of Security		
3. Share Holding Pattern Filed under: Reg. 31(1)(a)/Reg. 31(1)(b)/Reg. 31(1)(c)		
a. If under 31(1)(b) then indicate the report for Quarter ending		30-06-2023
b. If under 31(1)(c) then indicate date of allotment/extinguishment		
4. Declaration: The Listed entity is required to submit the following declaration to the extent of submission of information:-		

Particulars	Yes*	No*
1 Whether the Listed Entity has issued any partly paid up shares?		
2 Whether the Listed Entity has issued any Convertible Securities ?		
3 Whether the Listed Entity has issued any Warrants ?		
4 Whether the Listed Entity has any shares against which depository receipts are issued?		
5 Whether the Listed Entity has any shares in locked-in?		
6 Whether any shares held by promoters are pledge or otherwise encumbered?		
7 Whether company has equity shares with differential voting rights?		
8 Whether the listed entity has any significant beneficial owner?		

\* If the Listed Entity selects the option 'No' for the questions above, the columns for the partly paid up shares, Outstanding Convertible Securities/Warrants, depository receipts, locked-in shares, No of shares pledged or otherwise encumbered by promoters, as applicable, shall not be displayed at the time of dissemination on the Stock Exchange website. Also wherever there is 'No' declared by Listed Entity in above table the values will be considered as 'Zero' by default on submission of the format of holding of specified securities.

Table I - SUMMARY STATEMENT HOLDING OF SPECIFIED SECURITIES

Category (i)	Category of shareholder (ii)	No. of Share holders (iii)	No. of Fully paid up equity Share held (iv)	No. of Partly paid-up equity Share held (v)	No. of shares underlying Depository Receipts (vi)	Total nos. shares held (vii)= (iv)+(v)+(vi)	No. of shares held (viii)= (v)+(vii)	Number of voting Rights (ix)	Total as a % of (a+b+c)	No. of Underlying Outstanding or convertible securities (including Warrants) (x)	Shareholding as a % assuming full conversion of convertible securities as a % of diluted share capital) (xi)=(viii)*x As a % of (a+b+c)	Number of Locked in shares (xii)	Number of Shares pledged or otherwise encumbered (xiii)	Number of equity shares held in dematerialized form (xv)
(A)	Promoter & Promoter Group	5	5422546	0	0	5422546	512392	5422546	0	5422546	0	0	0	5422546
(B)	Public	3991	5160254	0	0	5160254	487608	5160254	0	5160254	487608	0	0	4888594
(C)	Non Promoter-Non Public	0	0	0	0	0	0	0	0	0	0	0	0	0
(C1)	Shares underlying DRs	0	0	0	0	0	NA	0	0	0	0	NA	NA	NA
(C2)	Shares held by Employee Trusts	0	0	0	0	0	0	0	0	0	0	0	0	0
Total		3996	10582800	0	0	10582800	100.0000	0	100.0000	56897	0.5376			10291140

Table II - STATEMENT SHOWING SHAREHOLDING PATTERN OF THE PROMOTER AND PROMOTER GROUP

Category & Name of the shareholders (i)	Entity Type (ii)	PAN (iii)	No. of Shareholders (iv)	No. of fully paid-up equity shares held (v)	Partly paid-up equity shares held (vi)	No. of shares underlying Depository Receipts (vii)	Total nos. shares held (viii) = (iv)+(v)+(vi)+(vii)	Shareholding % calculated as per SCIR, 1957 As a % of (A+B+C) Class (A+B+C) Equity (viii)	Number of Voting Rights (ix)	Number of Voting Rights held in each class of securities (x)	No. of Outstanding convertible securities (including Warrants) (xi)	Shareholding % as a % of diluted share (a) As a % of total shares held (a) (b) As a % of total shares held (b)	Number of Shares pledged or otherwise encumbered (xii)	Number of equity shares held in dematerialized form (xv)
<b>1 Indian</b>														
(a) Individuals/Hindu undivided Family														
PRODEEP MAHESHWARI	Promoter	A11HP8501M	1	900000	0	0	900000	8.5044	900000	8.5044	0	0.0000	0	900000
Total	Promoter	A11HP8501M	1	2322904	0	0	2322904	21.9498	2322904	21.9498	0	0.0000	0	2322904
(b) Central Government/State Government(s)														
Total			0	0	0	0	0	0.0000	0	0.0000	0	0.0000	0	0.0000
(c) Financial Institutions/Banks														
Total			0	0	0	0	0	0.0000	0	0.0000	0	0.0000	0	0.0000
(d) Any Other(DIRECTORS RELATIVES)														
ANNA PURNA MAHESHWARI	Promoter	ACAPM7243D	1	1050000	0	0	1050000	9.9218	1050000	9.9218	0	0.0000	0	1050000
PRATEEK MAHESHWARI	Promoter	A11HPM7063L	1	997642	0	0	997642	9.4270	997642	9.4270	0	0.0000	0	997642
SAKSHI RATHI MAHESHWARI	Promoter	AGPR2818F	1	152000	0	0	152000	1.4363	152000	1.4363	0	0.0000	0	152000
Total			3	2199842	0	0	2199842	20.7851	2199842	20.7851	0	0.0000	0	2199842
Sub-Total (A)(1)			5	5422546	0	0	5422546	51.2392	5422546	51.2392	0	0.0000	0	5422546
<b>2 Foreign</b>														
(a) Individuals/Non-Resident Individuals/Foreign Individuals														
Total			0	0	0	0	0	0.0000	0	0.0000	0	0.0000	0	0.0000
(c) Institutions														
Total			0	0	0	0	0	0.0000	0	0.0000	0	0.0000	0	0.0000
Sub-Total (A)(2)			0	0	0	0	0	0.0000	0	0.0000	0	0.0000	0	0.0000
Total Shareholding of Promoters			5	5422546	0	0	5422546	51.2392	5422546	51.2392	0	0.0000	0	5422546

Details of Shares which remain unclaimed may be given here along with details such as number of shareholders, outstanding shares held in demat/unclaimed suspense account, voting rights which are frozen etc.

Note:

- PAN would not be displayed on website of Stock Exchange(s).
- The term "Encumbrance" has the same meaning as assigned under regulation 28(3) of SEBI (Substantial Acquisition of Shares and Takeovers) Regulations, 2011.

Table III - STATEMENT SHOWING SHAREHOLDING PATTERN OF THE PUBLIC SHAREHOLDER

Category & Name of the shareholders		PAN	No. of Shareholders	No. of fully paid-up equity Shareholders	No. of partly paid-up equity Shareholders	Party Shareholders	No. of shares held in each class of securities (No.)	Number of Voting Rights held in each class of securities (No.)	Total No. of Voting Rights as per SCRR, 8577	Total No. of Voting Rights as per (A+B+C+D)	Total No. of Voting Rights as a % of Total Voting Rights	Total No. of Voting Rights as a % of Total Voting Rights	Number of Locked-in shares	Number of shares pledged or otherwise encumbered (2011)	Number of shares held in dematerialized form (2011)	Sub-categorization of shares (No.)	Sub-categorization of shares (No.)	Sub-categorization of shares (No.)
<b>Part II - STATEMENT SHOWING SHAREHOLDING PATTERN IN THE PUBLIC SECTOR/PRIVATE SECTOR</b>																		
<b>1 Institutions (Domestic)</b>																		
(a) Mutual Funds			0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
(b) Venture Capital Funds			0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
(c) Alternate Investment Funds		1	128000	0	0	128000	1,812	128000	1,812	128000	1,812	0	0	0	0	0	0	0
(d) INDIA COUNTY FUND 1		AABT1697U	1	128000	0	0	128000	1,812	128000	1,812	128000	1,812	0	0	0	0	0	128000
(e) Bemis			0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
(f) Insurance Companies			0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
(g) Asset Reconstruction Companies			0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
(h) Sovereign Wealth Funds			0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
(i) NBFCs registered with RBI			0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
(j) Other Financial Institutions			0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
<b>SUB TOTAL (B)(1)</b>			1	128000	0	0	128000	1,812	128000	1,812	128000	1,812	0	0	0	0	0	128000
<b>2 Institutions (Foreign)</b>																		
(a) Foreign Direct Investment			0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
(b) Foreign Venture Capital Investors			0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
(c) Foreign Sovereign Wealth Funds			0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
(d) Foreign Portfolio Investors Category I			0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
(e) Foreign Portfolio Investors Category II			0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
<b>OVERSEAS DEPOSITORIES (Holding DRs) (Balancing Figure)</b>			0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
<b>SUB TOTAL (B)(2)</b>			0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
<b>3 Central Government/ State Government</b>																		
(a) Central Government/ President of India			0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
(b) State Government/ Governor			0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
(c) Central/State Govt. shareholding by Cos or Bodies Corp			0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
<b>SUB TOTAL (B)(3)</b>			0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
<b>4 Non-institutions</b>																		
(a) Associate Companies / Subsidiaries			0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
(b) Directors And Their Relatives (Non-Promoter)			0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
(c) Key Managerial Personnel			0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
(d) Relatives of Promoters (Non-Promoter)			2	3800	0	3800	0	3800	0	3800	0	0	0	0	0	0	0	3800
<b>TRUSTS (Non-Promoter)</b>			0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
(i) Investor Education and Protection Fund(IEPF)			0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
(g) Individuals - I. Individual shareholders holding nominal share capital up to Rs. 2 lakhs.		3765	128570	0	128570	11389	0	128570	11389	0	11389	0	4338	0	3898	0	0	128570
<b>(h) INDIVIDUAL - II. Individual shareholders holding nominal share capital in excess of Rs. 2 lakhs.</b>		27	283196	0	283196	24,8898	283196	0	283196	24,8898	0	24,8898	52539	1,9870	N.A.	N.A.	234026	
ASH-NAVIN KUMAR		AOKPK179C	1	763000	0	763000	7,2086	763000	0	763000	7,2086	0	7,2086	0	0	0	0	763000
JATINDER KALMANY		AADP911H	1	390000	0	390000	3,1750	390000	3,1750	390000	3,1750	0	3,1750	0	0	0	0	390000
LAXMI CHANDRAKANT SHAH		AESAP606H	1	291660	0	291660	2,0000	291660	1,8899	291660	1,8899	0	1,8899	0	0	0	0	291660
PRASANT CHANDRAKANT SHAH		AAPVSD06H	1	194460	0	194460	1,8373	194460	1,8373	194460	1,8373	0	1,8373	0	0	0	0	194460
NON RESIDENT NATIONALS (NRIS)		63129	0	0	0	63129	0	63129	0	63129	0	0	59895	0	0	0	0	63129
NON RESIDENT NATIONALS (NRIS)		63129	0	0	0	63129	0	63129	0	63129	0	0	59895	0	0	0	0	63129
NON RESIDENT NATIONALS (NRIS)		63129	0	0	0	63129	0	63129	0	63129	0	0	59895	0	0	0	0	63129
NON RESIDENT NATIONALS (NRIS)		63129	0	0	0	63129	0	63129	0	63129	0	0	59895	0	0	0	0	63129
NON RESIDENT NATIONALS (NRIS)		63129	0	0	0	63129	0	63129	0	63129	0	0	59895	0	0	0	0	63129
NON RESIDENT NATIONALS (NRIS)		63129	0	0	0	63129	0	63129	0	63129	0	0	59895	0	0	0	0	63129
NON RESIDENT NATIONALS (NRIS)		63129	0	0	0	63129	0	63129	0	63129	0	0	59895	0	0	0	0	63129
NON RESIDENT NATIONALS (NRIS)		63129	0	0	0	63129	0	63129	0	63129	0	0	59895	0	0	0	0	63129
NON RESIDENT NATIONALS (NRIS)		63129	0	0	0	63129	0	63129	0	63129	0	0	59895	0	0	0	0	63129
NON RESIDENT NATIONALS (NRIS)		63129	0	0	0	63129	0	63129	0	63129	0	0	59895	0	0	0	0	63129
NON RESIDENT NATIONALS (NRIS)		63129	0	0	0	63129	0	63129	0	63129	0	0	59895	0	0	0	0	63129
NON RESIDENT NATIONALS (NRIS)		63129	0	0	0	63129	0	63129	0	63129	0	0	59895	0	0	0	0	63129
NON RESIDENT NATIONALS (NRIS)		63129	0	0	0	63129	0	63129	0	63129	0	0	59895	0	0	0	0	63129
NON RESIDENT NATIONALS (NRIS)		63129	0	0	0	63129	0	63129	0	63129	0	0	59895	0	0	0	0	63129
NON RESIDENT NATIONALS (NRIS)		63129	0	0	0	63129	0	63129	0	63129	0	0	59895	0	0	0	0	63129
NON RESIDENT NATIONALS (NRIS)		63129	0	0	0	63129	0	63129	0	63129	0	0	59895	0	0	0	0	63129
NON RESIDENT NATIONALS (NRIS)		63129	0	0	0	63129	0	63129	0	63129	0	0	59895	0	0	0	0	63129
NON RESIDENT NATIONALS (NRIS)		63129	0	0	0	63129	0	63129	0	63129	0	0	59895	0	0	0	0	63129
NON RESIDENT NATIONALS (NRIS)		63129	0	0	0	63129	0	63129	0	63129	0	0	59895	0	0	0	0	63129
NON RESIDENT NATIONALS (NRIS)		63129	0	0	0	63129	0	63129	0	63129	0	0	59895	0	0	0	0	63129
NON RESIDENT NATIONALS (NRIS)		63129	0	0	0	63129	0	63129	0	63129	0	0	59895	0	0	0	0	63129
NON RESIDENT NATIONALS (NRIS)		63129	0	0	0	63129	0	63129	0	63129	0	0	59895	0	0	0	0	63129
NON RESIDENT NATIONALS (NRIS)		63129	0	0	0	63129	0	63129	0	63129	0	0	59895	0	0	0	0	63129
NON RESIDENT NATIONALS (NRIS)		63129	0	0	0	63129	0	63129	0	63129	0	0	59895	0	0	0	0	63129
NON RESIDENT NATIONALS (NRIS)		63129	0	0	0	63129	0	63129	0	63129	0	0	59895	0	0	0	0	63129
NON RESIDENT NATIONALS (NRIS)		63129	0	0	0	63129	0	63129	0	63129	0	0	59895	0	0	0	0	63129
NON RESIDENT NATIONALS (NRIS)		63129	0	0	0	63129	0	63129	0	63129	0	0	59895	0	0	0	0	63129
NON RESIDENT NATIONALS (NRIS)		63129	0	0	0	63129	0	63129	0	63129	0	0	59895	0	0	0	0	63129
NON RESIDENT NATIONALS (NRIS)		63129	0	0	0	63129	0	63129	0	63129	0	0	59895	0	0	0	0	63129
NON RESIDENT NATIONALS (NRIS)		63129	0	0	0	63129	0	63129	0	63129	0	0	59895	0	0	0	0	63129
NON RESIDENT NATIONALS (NRIS)		63129	0	0	0	63129	0	63129	0	63129	0	0	59895	0	0	0	0	63129
NON RESIDENT NATIONALS (NRIS)		63129	0	0	0	63129	0	63129	0	63129	0	0	59895	0	0	0	0	63129
NON RESIDENT NATIONALS (NRIS)		63129	0	0	0	63129	0	63129	0	63129	0	0	59895	0	0	0	0	63129
NON RESIDENT NATIONALS (NRIS)		63129	0	0	0	63129	0	63129	0	63129	0	0	59895	0	0	0	0	63129
NON RESIDENT NATIONALS (NRIS)		63129	0	0	0	63129	0	63129	0	63129	0	0	59895	0	0	0	0	63129
NON RESIDENT NATIONALS (NRIS)		63129	0	0	0	63129	0	63129	0	63129	0	0	59895	0	0	0	0	63129
NON RESIDENT NATIONALS (NRIS)		63129	0	0	0	63129	0	63129	0	63129	0	0	59895	0	0	0	0	63129
NON RESIDENT NATIONALS (NRIS)		63129	0	0	0	63129	0	63129	0	63129	0	0	59895	0	0	0	0	63129
NON RESIDENT NATIONALS (NRIS)		63129	0	0	0	63129	0	63129	0	63129	0	0	59895	0	0	0	0	63129
NON RESIDENT NATIONALS (NRIS)		63129	0	0	0	63129	0	63129	0	63129	0	0	59895	0	0	0	0	63129
NON RESIDENT NATIONALS (NRIS)		63129	0	0	0	63129	0	63129	0	63129	0	0	59895	0	0	0	0	63129
NON RESIDENT NATIONALS (NRIS)		63129	0	0	0	63129	0	63129	0	63129	0	0	59895	0	0	0	0	63129
NON RESIDENT NATIONALS (NRIS)		63129	0	0	0	63129	0	63129	0	63129	0	0	59895	0	0	0	0	63129
NON RESIDENT NATIONALS (NRIS)		63129	0	0	0	63129	0	63129	0	63129	0	0	59895	0	0	0	0	63129
NON RESIDENT NATIONALS (NRIS)																		

Table IV - STATEMENT SHOWING SHAREHOLDING PATTERN OF THE NON PROMOTER - NON PUBLIC SHAREHOLDER

Category & Name of the shareholders (i)	PAN (ii)	No. of Shareholders (iii)	No. of fully paid up equity Share held (iv)	Partly paid-up equity Share held (v)	Total no. shares held in underlying Depository Receipts (vi)=(v)+(vii)	No. of Voting Rights (viii)	Shareholding as a % of underlying securities (viii)+(v)+(vii) As a % of (A+B+C2) (viii)	Total no. of Voting Rights (viii)	Shareholding as a % of underlying securities (viii)+(v)+(vii) As a % of (A+B+C2) (viii)	No. of Shares Locked in shares (xii)	Number of Shares pledged or otherwise encumbered (xiii)	Number of equity shares held in dematerialized form (xv)
<b>1 Custodian/DR Holder</b>												
10			0	0	0	0	0.0000	0	0	0	0.0000	0
Total Non Promoter- Non Public Shareholding (C)=(C)(1)+(C)(2)			0	0	0	0	0.0000	0	0	0	0.0000	N.A.
												0
												N.A.
												N.A.
												0

Note  
(1) PAN would not be displayed on website of Stock Exchange(s).

(2) The above format needs to disclose name of all holders holding more than 1% of total number of shares.

(3) W.L.L. the information pertaining to Depository Receipts, the same may be disclosed in the respective columns to the extent information available.

Table V - STATEMENT SHOWING DETAILS OF SIGNIFICANT BENEFICIAL OWNERS

**Annexure - B**

**Table VI - Statement Showing Foreign Ownership Limit**

<i>Board approved limits</i>	<i>Limits utilized</i>
As on shareholding date	
As on the end of previous 1st quarter	
As on the end of previous 2nd quarter	
As on the end of previous 3rd quarter	
As on the end of previous 4th quarter	